

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

A335.8
R88
cop 2

JULY
1958

ural Lines

EXTENSION ADMINISTRATION • U. S. DEPARTMENT OF AGRICULTURE

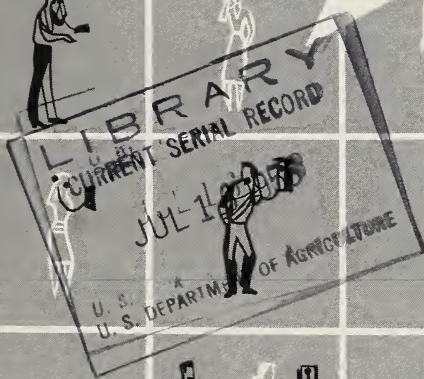
TELEPHONE LOAN PROGRAM

SEE PAGE 3

SUBSCRIBERS
1,000,000

5/2
**1 MILLION
TELEPHONES**

500,000



79,585

1950

1958





A Message from the

ADMINISTRATOR

All across the country there are little pockets of rural area, many of them difficult of access, where modern, adequate telephone service is lacking.

I've come across some of these myself during my two years as Administrator. So have members of REA's Telephone Advisory Committee, who suggested at their recent meeting in Washington that REA and the industry team up to find out how many rural people are still unserved and where they are.

I think this was a good recommendation. Knowing the location of the unserved pockets should help REA borrowers and the industry generally find feasible ways to provide this service. Rough estimates indicate there may be as many as two million farmers without dial service today who would pay for it if they could get it.

In its recommendation the advisory committee noted that it didn't intend that REA loan and engineering personnel be diverted from present assignments to handle the survey. Rather, members suggested that national and State association personnel be enlisted to help assemble the data. That would make the gathering of this essential information an industry-wide project.

Suggestions as to how to proceed with such a survey—or any other ideas for filling the gaps in the national communications network—are welcome. I know that REA borrowers, who subscribe to the area coverage principle, are as anxious to do the job as we are.

Rural Lines

Administrator.

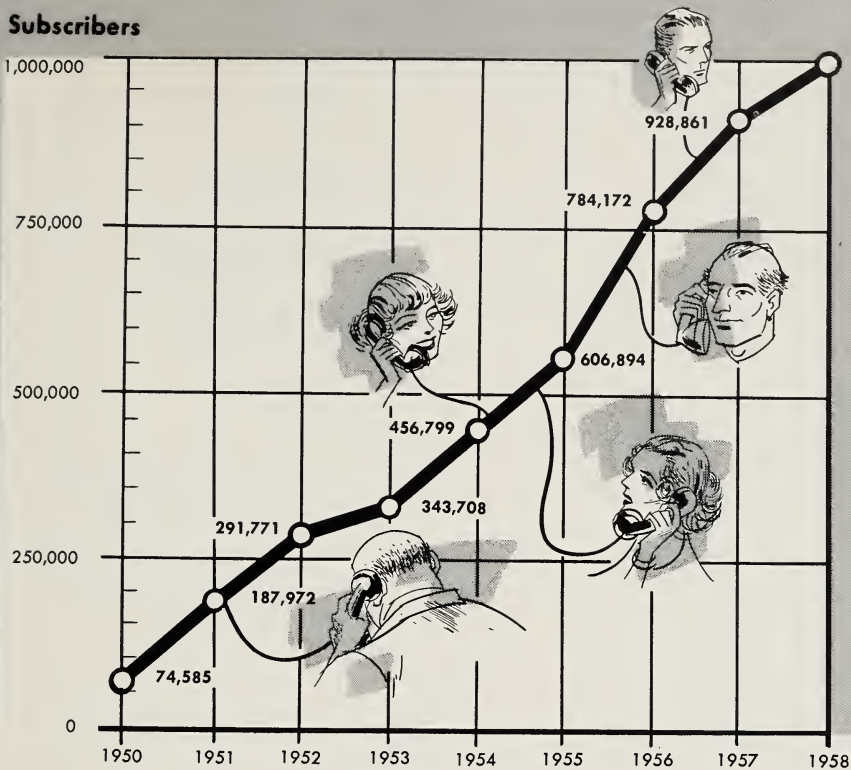
THIS MONTH'S COVER

The RURAL LINES artist suggested putting a few people in his graph because, he insisted, "It's the people using the phones that count." In terms of people, one million phones means that 4 or 5 million family members are going to use them, and anyone in the world with a phone can call them. That's real progress!

Editor: Hubert Kelley, Jr. This month's contributor: Louisan Mamer.

Issued monthly by the Rural Electrification Administration, U. S. Department of Agriculture, Washington 25, D. C. Subscribe to this publication from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C. Price \$1.50 a year; foreign \$2 a year; single copies, 15 cents. Printing of this publication has been approved by the Director of the Bureau of the Budget, January 3, 1957 • Vol. 5, No. 2.

Subscribers



REA telephone borrowers' estimates of subscribers served or to be served. (Million mark was passed in June 1958.)

REA Loans Reach Million Subscriber Mark

Loans approved by REA through last month mean that its telephone borrowers are assured funds to bring the total of subscribers they serve to more than one million.

Many of these borrowers are providing subscribers with their first telephone service. Many are offering greatly improved service—automatic dial instead of magneto or common battery. A num-

ber have consolidated small un-economic units into one sound operating system.

The million subscriber milestone marks the striking progress which REA has helped achieve in the field of rural telephony in less than 9 years. When REA was given the authority to make telephone loans in 1949, many small independent companies were about to give up the ghost. Old magneto systems were obsolete. The cost of replacing them with new, modern dial equipment was beyond the reach of most of the struggling companies and farmers' mutuals.

The availability of REA loan funds made it possible for re-

sourceful rural people to save their telephone systems and to replace them with modern facilities to meet unprecedented demands for service.

What of the future? As REA approached the million mark last May, the Telephone Advisory Committee met in Washington with REA Administrator David A. Hamil, members of his staff, and Kenneth L. Scott, director of agricultural credit services for the U.S. Department of Agriculture. Committee members' thoughts were focused on future needs, not past records. Daniel B. Corman, committee chairman, seemed to express the views of the group when he predicted:

"There will be a continuing demand for more and better telephone service in rural areas—and it won't be necessary to beat the bushes to stir it up. It will accelerate naturally. The people will set their own demands and the REA program, both from the standpoint of financial and technical assistance, should be geared to meet the need as it arises."

Corman, who manages the South Central Rural Telephone Cooperative, in Glasgow, Ky., said his committee will formally recommend a nationwide telephone survey to determine the type and location of unserved rural establishments, prospects of growth, and financial requirements. The survey would also help point the way toward reaching unserved areas.

While the group felt that REA should initiate and proceed with the survey, Corman said, it did not believe the job should be handled by REA alone. Rather, members suggested that it be undertaken with the cooperation

of the whole industry, including all groups and associations interested in rural telephony. Eventually, survey results could be consolidated in a "potential for the future" report, which would be made available to the industry.

Committee members pointed out that the rural telephone program has gained a lot of ground. It is widely accepted by the public and its progress over the past 9 years has proved its adequacy. They also commended the manner in which it has been administered.

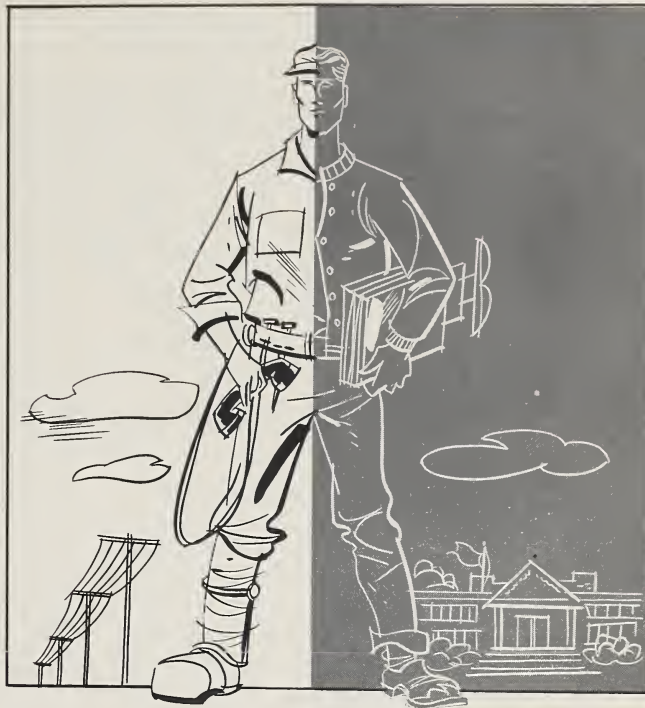
But much remains to be done, and some TAC members observed that it will take 30 years to replace outmoded facilities now in existence with dial operations.

Realizing that REA neither does nor should solicit business, the committee stressed that state associations and other groups and organizations should exercise their leadership in the future development of the rural telephone program. Members indicated that these groups can exert considerable influence in promoting the area coverage principle and in determining future requirements.

The committee also pointed out that future growth will require more capital, as well as continued leadership by REA and its telephone borrowers and the industry in promoting technical training programs and developing new equipment and methods.

Members felt that the need for additional loan funds will come from two sources: First, the expansion and improvement programs that will be initiated by existing borrowers to meet increasing service demands in their areas and, second, from systems that have not yet used REA loan funds to replace old facilities.

WORK AND STUDY PLAN for Telephone Technicians



In cooperation with the Georgia Telephone Association, a pioneer work-and-study course to train telephone technicians has been inaugurated by the Southern Technical Institute, at Chamblee, Ga.

Under what STI calls its "Co-op Plan," a student enrolled in Telephone Technology is permitted to attend school for one quarter and work for a telephone company or consulting engineer the following quarter, alternating school and work for 33 months. If he completes the course with satisfactory grades, he not only receives the degree of Associate in Science, but he also knows how to climb a pole.

STI, which is a unit of Georgia Tech set up to train technical specialists needed by American industry, first offered the tele-

phone course last fall. Some thirty students enrolled during the year, most of them electing to train under the co-op plan.

This fall, STI hopes to attract 60 students to the course, with 30 in school each quarter and 30 out getting practical experience. Students work in pairs, so that a telephone co-op or company participating in the plan always has one student on the job.

A participating borrower is not required to use a student on any particular job, although STI suggests that the company assign him tasks which will broaden his experience. Salary is a matter for individual negotiation between borrower and student.

A company is responsible neither for a student's transportation expenses to and from college nor for any of his educa-

tional costs, like tuition, books, and board and room. It doesn't have to hire the student on graduation, and it may have him removed from his job if he doesn't deliver a satisfactory performance. Finally, the telephone borrower may discontinue participation at any time. The burden of responsibility is on the student.

One proponent of the plan is REA borrower John Birchmore, president of the Comer Telephone Co., Comer, Ga.

Birchmore, who was president of the Georgia Telephone Association at the time the course was recommended to STI, points out that "this is a good way to get local boys with promise into your telephone company or co-op—and to make sure they get the training they need. It gives us something to sell the better high school graduates in our towns."

Applicants for the course must be high school graduates or the equivalent and must have two credits in algebra, one credit in geometry, and four credits in English. (One unit of algebra or geometry may be made up at Southern Tech.) In addition, applicants must have taken the College Entrance Examination Board Scholastic Aptitude Tests.

Course content was developed from conferences and talks with REA, USITA, and others interested in the need for more telephone technicians and engineers. The six quarters in the STI curriculum include work in central office equipment technology, in-

terference and protection, telephone systems, radio and microwaves, traffic, and carrier systems.

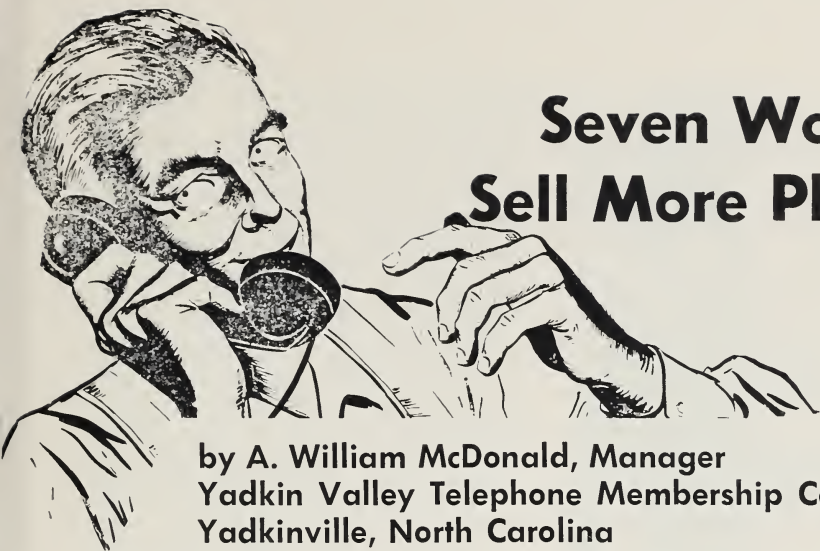
STI's Co-op Department recommends that a student maintain a "C" average while in school, pass all subjects, and stick closely to the schedule of subjects.

The co-op plan offers a student interested in a career in telephony two important advantages: He receives an education which includes both theory and practice, and he has the opportunity to earn most of his school expenses by working in the telephony industry. Estimated cost per quarter, including tuition and fees, board and room, and books is \$307 for a resident of Georgia and \$402 for a non-resident.

There are also advantages for a telephone borrower that wishes to participate. First, it is assured of obtaining students who have selected the telephone industry as a career. It is safe to assume that the interests of such students and their tenure after graduation will be greater than a graduate who looks upon telephone work merely as a stepping-stone to something else.

Second, a telephone borrower has semi-skilled technicians on his payroll almost immediately—and the assurance that they will become more valuable during the months that follow. Finally, it has a source of graduate technicians who are already interested in a career with the company.

Science Awards . . . To encourage the study of the sciences, the Thermal Belt Telephone Co., Tryon, N. C., will present cash awards each year to high school students in the area who do outstanding work in either the biological or physical sciences. Selection of winners will be made by school faculties.



Seven Ways to Sell More Phones

by A. William McDonald, Manager
Yadkin Valley Telephone Membership Corporation
Yadkinville, North Carolina

Planning and programing sales campaigns is a fairly recent development in the telephone industry. Even more recent is recognition by the industry of the sales value of plant personnel trained in the art of salesmanship.

During World War II, telephone people faced the almost insurmountable problem of diminishing equipment and vanishing material suppliers at a time when demands for service were rapidly increasing. By 1950, long lists of people waiting for telephone service appeared to be a permanent problem confronting the industry. As a result of these constant and often relentless demands for service, telephone management de-emphasized sales promotion. There was little need to promote phones that we couldn't even obtain.

Today, however, the problem of supply no longer exists; instead we face the greater challenge of finding adequate capital to provide plant additions. Unquestionably, the increased revenues derived from an active sales program enhance the eligibility

of a telephone company or co-op to obtain the expansion capital it needs.

The Yadkin Valley Telephone Membership Corporation has just completed the initial phase of its first organized, aggressive sales campaign. The drive was initiated on Feb. 11, 1958, at a special meeting of our Board of Directors. It was decided then to promote telephone sales in seven distinct ways:

- Through area-wide advertising.
- By training office and plant personnel.
- Through sales incentives for employees.
- By altering policies to encourage sales.
- By securing customer participation in a promotional contest.
- With equipment and poster displays in headquarters.
- Through individual subscriber contacts by plant personnel.

Through area-wide advertising, we attempted to make the public aware of new telephone equipment now available and of the benefits that could be derived



Contest winner Mrs. J. Bruce Jarratt receives her free color extension phone from Yadkin Valley Plant Superintendent John M. Smith.

from a d e q u a t e service. We pointed out that a single telephone is not necessarily enough for an individual subscriber in this day and age.

Our campaign was launched at a time when surrounding telephone companies were making extensive use of radio-TV coverage, and we enjoyed the advantage of their area-wide coverage. Our own ads appeared in local newspapers, the co-op's monthly newsletter, and in bill stuffers and posters. Local newspaper editors were anxious to cooperate, and ran several feature articles. We tried to have either a paid ad or a news story in every edition of the area papers for two weeks.

Meetings were held to train all co-op employees in the art of selling. The board of directors estab-

lished a special fund to be distributed each month to the employee generating the most sales. A second fund was set up for the three employees responsible for the largest amount of revenue at the end of a 6-months period. Sales aids, such as color sets and miniature color instruments were given employees to assist them in selling in the field. It is very gratifying to observe the added interest that employees have in the co-op as a result of participating in the sales campaign.

Policy bulletins were amended for 60 days to permit inside extensions to be installed without installation charges. Charges for color sets were changed from one heavy initial fee to a small monthly charge. This change alone, I feel sure, led to more sales of color sets.

All subscribers were invited to enter a contest, with the chance of winning an inside colored extension phone at no cost for 6 months. We chose one winner in each of our five exchange areas.

All of us were pleasantly surprised at the response to the contest. Members were asked to complete in 25 words or less the following statement: "An extension telephone is necessary because . . ." Approximately 100 entries were returned.

The purpose of the contest was to create interest in extensions and to let the subscribers sell themselves. It also created good will and provided leads to possible sales. Winning entries—and the others, too—indicated that members gave careful thought to the advantages of extension instruments.

For example, Mrs. Homer Williams wrote: "Homer receives a

lot of his telephone calls while he is at the milk barn. He can't come into the house and leave milkers running."

Winner Herbert Vestal wrote: "It would be very nice, convenient, time-saving, and it would add beauty to the room. It would be very convenient in case of fire or emergency. It would be helpful to handicapped people."

Mrs. J. Bruce Jarratt thought that an extension "permits telephoning to become a more personal, private matter and eliminates the inefficiency, inconvenience and waste of time which modern living finds so intolerable."

Our display in headquarters included not only color sets, but also such special equipment as coil cords, extension bells, gongs, wall sets, and hard-of-hearing sets. Posters advertised the sales campaign and the contest.

Possibly the greatest sales opportunity is in the field. We encouraged plant personnel to view every service call as a sales call, too. Trucks were equipped with color instruments and servicemen



were asked to show instruments in each member's home. Installers were trained to point out the advantages of extension phones in the living area, the work area, and the sleeping area of each home where service was installed. We believe that plant personnel



—and installers in particular—hold the key to a successful sales campaign.

We are satisfied that our sales drive is a success. During the first promotion period, we installed 124 new subscribers, 29 extensions, 26 color instruments, 1 electronic secretary, 1 key system, 1 extension bell, and 2 pay stations. The sales increased our annual local service revenue by \$7,806.60.

In addition to these tangible results, there are intangible benefits. A certain percent of future sales will have been motivated by our campaign. Employee training will continue to pay dividends in the form of sales. Another intangible benefit is subscriber confidence and good will. Our members have discovered that their telephone cooperative offers service and equipment which are modern in every respect.

We at Yadkin Valley firmly believe that an active sales program is essential to the successful operation of a telephone system. The fact that the telephone industry enjoys freedom from competition should be a powerful stimulus to adopting an aggressive sales campaign. The average business enterprise of the competitive type must accept the

revenue dollar generated by advertising will mean an increase in its own operating receipts. Sales promotion cannot help but be good business.

[illegible]

The drawings have been compiled in a single booklet, "Telephone Clips." Created in the original by several of the capital's top illustrators, the clipbook contains some of the most valuable art in REA's collection.

newspaper ads, bill enclosures, advertisements in telephone directory yellow pages, newsletter illustrations, or posters and exhibits.

A copy of the free clipbook may be obtained by writing: Information Services Division, REA-USDA, Washington 25, D. C.

REA has announced CPA symposiums that will be held in various parts of the country in September.

The first will be held in Washington, D. C., on September 8. It will be followed by one-day sessions in each of the following locations:

September 11—Atlanta, Ga.; September 15—Ft. Worth, Tex.;
September 17—Portland, Ore.; September 19—Des Moines,
Iowa.

All certified public accountants who work with telephone borrowers or are interested in working with them are being invited to attend. The purpose of the symposiums is to familiarize CPA's with telephone auditing requirements. It is felt that the educational programs will reduce auditing time and help reduce the cost of conducting an audit.

The Pros and Cons of BURIED PLANT

Ray Ballard, REA outside plant engineer for 6 years, answers some of the most frequently asked questions about buried telephone plant. Ballard has been studying buried construction for 3 years, but denies he is an expert, adding that "the field is too new for experts." Before joining REA, he was a communications specialist in Europe for the Department of State.

Q At this year's REA Telephone Technical Symposium in Memphis, you spent more than a day talking to consulting engineers about buried plant. Why is there so much interest right now in this type of construction?

A Because right now, in many parts of the country, the cost of burying a telephone plant is comparable to the cost of building an aerial one. The cost used to be much higher.

Q What happened to bring the cost down?

A Several things. First, the plows used for burying telephone plant were greatly improved. Today a single plow can bury 8 to 10 miles of wire or cable in a day, disturbing the earth so little that it can be smoothed back in place with one pass of a scraper. Second, fairly inexpensive cable and wire were developed which should stand up for 40 or 50 years underground. Along with these advances came low-cost pedestals and terminal accessories.

Q Now that it's here, how do you decide whether or not to go to buried plant?

A That's a big question. There are both advantages and disadvantages to burying a telephone plant. A lot depends upon where you live.

Q Let's talk about the advantages first.

A The most obvious one is that a buried plant can't be wrecked by storms.

Q Isn't that an advantage no matter where you live?

A It's true that storms can strike anywhere, but there are some parts of the United States where they are so frequent that you can almost count on them to come. Tornadoes, for instance, are concentrated in about seven states, with the center of the tornado area in Kansas. It's a rare year when at least one Kansas borrower doesn't suffer tornado damage to his aerial plant.

Q How about sleet and ice storms?

A They cause real trouble in a good one-third of the country. And there are also several chronic flood areas—in such scattered places as Washington State, Texas, California, Missouri, and Louisiana. Finally, along the Gulf Coast and the Eastern Seaboard, there is always the danger of hurricanes. In all such places, I should think that borrowers would want to give special consideration to buried plant.

Q I recall that the Cameron Telephone Company in Louisiana lost about \$300,000 worth of aerial

plant during Hurricane Audrey last year. Buried plant would have avoided a lot of headaches for a company like that.

A Yes, and 1957 marked the fifth time since 1915 that this telephone plant had been hurt by major floods. The Cameron Telephone Co., by the way, has just completed new plans and specifications which propose direct burial of its new telephone plant.

Q Is freedom from storm damage the only advantage to buried plant?

A No, there are many more. Along seacoasts, for example, conventional aerial plant is quickly corroded by salt spray. To protect aerial plant against corrosion, you have to spend about a third more to build it than you do in other parts of the Nation.

Q Are you talking about plant that is right on the shore?

A Not always. In certain areas—like the coasts of California

and the Gulf of Mexico—salt fogs roll in that can corrode unprotected plant as far inland as ten miles.

Q What other areas are candidates for buried plant?

A Heavily wooded areas are good prospects. Since buried plants are usually constructed along unimproved state and county roads, you eliminate the necessity for clearing rights-of-way. You also avoid the chore of trimming trees and clearing brush—and that's a considerable annual saving.

Q Can you realize any savings in constructing a buried plant?

A You usually can. For instance, it's comparatively simple for a trained crew to stake the plant, and it can usually proceed a lot faster than a crew staking an aerial plant. You have to make many more engineering decisions in staking aerial construction—things like ground clearance, span

Weather map shows areas where weather disasters strike most often. States like Missouri, where ice, floods, and tornadoes are commonplace, are good candidates for buried plant.





Along the Gulf and East coasts, hurricanes may wreck every mile of an aerial plant. Tidal floods often compound the damage.

length, pole top fixtures, grade exchanges, and guying and anchoring. But let me emphasize that you still need a *trained* crew for staking buried plant, because you need very careful engineering judgment to route leads properly and to select the location and type of above-ground appearances.

Q Isn't it a lot safer to maintain a buried plant?

A Yes, both in maintenance and initial construction, a buried plant is safer, since most of the work is performed on the ground. You get away from the hazards of climbing and the possibility of power line contacts. And let me add that buried plant is much more popular with subscribers than aerial, since you do away with unsightly poles in their yards.

Q You make buried plant sound like an attractive proposition. Are there many disadvantages?

A There are some technical drawbacks. Again, these depend on local situations. For one thing, buried wire has higher transmission losses at both voice and carrier frequencies than does open wire. The loss is serious enough so that you have to forget about

buried plant unless your exchange area is contained—to a large extent—within a 12 or 14 mile radius of the central office. It also rules out subscriber carrier in most cases.

Q That means that in thin cut-over areas where loops are very long, you have to stick to aerial plant?

A That's usually the case. And buried plant is less flexible, too. When a company buries a plant, it should try to plan for its service requirements 20 years from now, since it costs more to reinforce a buried plant than it does to reinforce an aerial one.

Q Is it difficult to plan so far in advance?

A In rapidly growing areas, it might be easy to get fooled. In any case, a company has to use lower line fills in buried plant to make up for the inherent lack of flexibility. On the other hand, you will get 15 to 20 percent more plant for the same money if you go to buried, so that much flexibility costs no more.

Q How about plowing in a buried plant? Are there any areas where a plow won't go?

A Yes, in very rocky country, like parts of West Virginia and



In some Western areas, gophers can make short work of buried plant unless it is protected with extra shielding. But the additional cost of protection may make a buried project impracticable.

Pennsylvania, you're licked before you start. Fortunately, some of the most severe storm areas in the United States, like Kansas and Missouri, contain wide stretches where plowing is comparatively easy.

Q Are there any other natural hazards to buried plant?

A Gophers are a menace in many of the Western areas of the U.S. Now it's possible to shield buried cable with enough copper—about 10 mils—to protect it from gophers, but it raises the cost of the cable from 12 to 15 percent. Such an increase might be enough to rule out buried plant from the cost angle.

Q How about storms?

A While buried plant is secure from most types of weather disasters, lightning may be a hazard

if the soil has high resistance. In certain types of soil—like sand—lightning can't dispose of itself quickly. It may travel through the ground for great distances until it finds a conductor—like a cable shield. Then you're in trouble. We haven't yet found ways to adequately protect buried plant in such soil.

Q I suppose people can be a hazard, too.

A Yes, you have to stay alert to any construction that's going on in your area if you have a buried plant. A careless road gang could make short work of a cable. And soil erosion and washouts can mean trouble, too, although there are ways to offset this danger by burying the cable deeper or re-routing.

Q Suppose that after taking all

these things into consideration, buried plant still looks like a good bet for my area? What then?

A You come to a very important step. Before proceeding further, the matter should be discussed fully with highway and road authorities to obtain their permission to bury your plant along and in roads and highways.

Q Is there much chance that they'd be against the idea?

A Not if the proposition is presented in the right way. You should explain recent developments in buried construction methods, or refer them to road authorities where a telephone plant has been buried recently. And emphasize the improved appearance of the road rights-of-way, and tell them how you can eliminate tree clearing and trimming.

Q If they favor the idea, is it necessary to plan to bury your entire plant?

A No, in most cases you'll have to plan for a combination plant. You may have to use aerial plant in towns, where paving or other buried facilities make it financially impracticable to put plant underground. However, you should plan for as much buried plant as possible. In general, at least 100 miles has to be buried before you get the benefits of mass construction methods and resultant low costs.

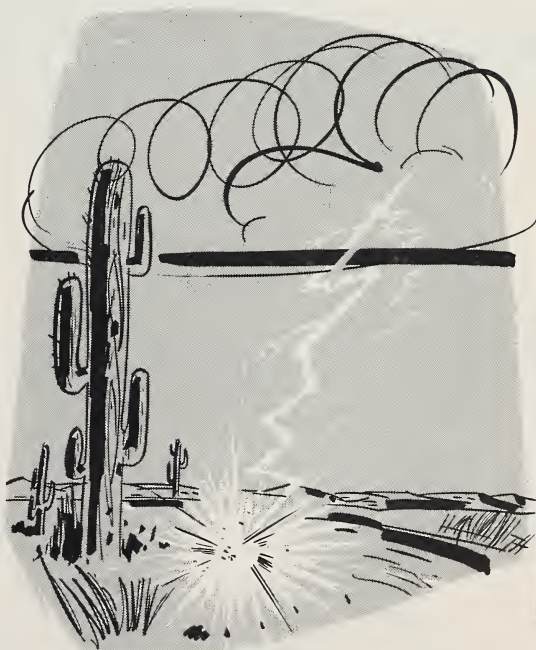
Q What are REA's requirements on buried plant proposals?

A REA will consider for approval the construction of either an all or partly buried plant only after a complete and thorough engineering study and economic analysis have been prepared by the system engineer. The studies

must show that the project area conditions are favorable for buried plant, that local and state highway authorities will give permission for using road rights-of-way, and that attention has been given to special design to meet gopher infestations or high earth resistivity coupled with high lightning incidence. REA also wants to know that special care and attention have been given to forecasting the market for telephone service — since buried plant is so much less flexible than aerial.

Q How about financial requirements?

A The initial cost of the system design for buried plant should be about the same—or even less—than the initial cost of the most economical system design using other conventional methods of



High earth resistivity coupled with high lightning incidence can rule out burial.



Borrowers must obtain permission of highway authorities to bury their plant along and in roads and highways.

telephone construction. And you should also show savings in annual costs.

Q How common do you think buried plant will be in future years?

A This year, REA borrowers will bury about 4,000 route miles of telephone plant. This is about 10 percent of the total plant to be built this year. By 1959, borrowers will be burying about 15 to 20 percent of all plant construction, and by 1962, perhaps 25 percent will go underground. Buried plant will be a big part of the telephone construction picture from now on.

Four Commercial Companies Form Telephone Co-op

The officers of four small commercial telephone companies in Nebraska have consolidated their firms to form a single non-profit cooperative to bring modern dial service to their subscribers.

An REA loan of \$516,000 has been approved to acquire the four companies and to finance dial service to the 924 subscribers within the combined service area. At present, each of the consolidating companies offers magneto service only.

The new co-op is the Capitol Telephone Co., of Cortland, Neb. Officials of each of the four commercial companies are participating in the new organization as officers and directors. President of Capitol is Walter H. Paschold,

who is secretary-treasurer of the Firth Telephone Co., serving 231 subscribers. New vice president is John Kersten, who is president of the Martell Telephone Co., incorporated in 1906 and serving 167 subscribers.

Capitol's secretary-treasurer is Martha Bonebright. The Bonebright family holds the majority of stock in the Cortland Telephone Co., which serves 232 subscribers. Chris Vermaas, who heads the 248-station Hickman Telephone Co., is a director of the new co-op.

Capitol Telephone was the result of several years of study and effort on the part of the four firms to find some way to provide their area with up-to-date telephone service.

Rural Lines

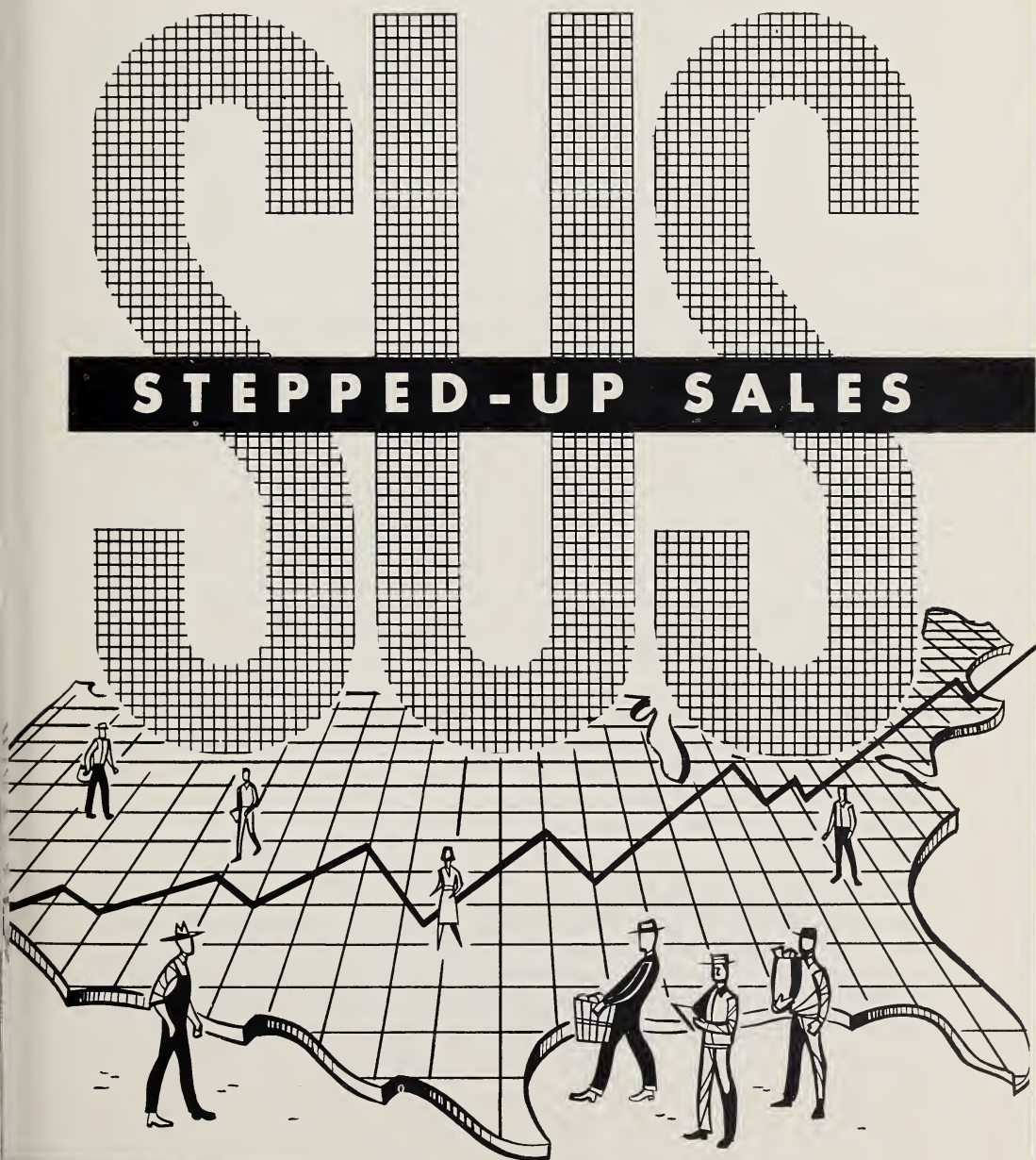
RURAL ELECTRIFICATION ADMINISTRATION • U. S. DEPARTMENT OF AGRICULTURE

REA

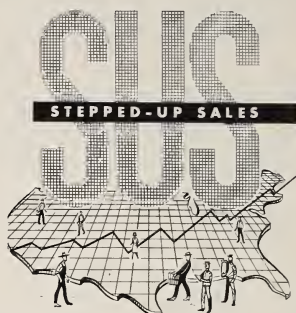
See Page 18 for

REPORT ON

STEPPED-UP SALES



Hundreds of Sales Drives Launched Across Nation



Campaigns to sell more electric appliances and farm equipment are in full swing in rural areas from New England to the West Coast. During the two months that followed President Eisenhower's call for action on March 19, some 400 to 500 rural electric systems scheduled meetings with local dealers to seek ways to step up sales. Target date for most meetings fell in the period May 19 to June 14.

Reports on borrowers' plans flooded into REA.

- In Iowa, eight co-ops planned to hold dealer meeting and ten more said they would contact dealers individually. At a statewide meeting, co-ops ordered 90,000 uniform appliance survey forms, and 16 promised to take part in a statewide power sales promotion, to be advertised through their state paper. Plans call for pushing freezer sales in July and August, ranges in September and October, and clothes dryers in November and December.

- In Texas, one co-op established its first power use program as a direct result of stepped-up sales appeals. Another prepared to offer dealers three plans for their consideration: (1) Cash

prize drawings for retailers, with one chance awarded for each major appliance sold; drawings for members, with one chance for each appliance purchased. (2) Free labor furnished by co-op for installation of combination heating and cooling window units, ranges, or water heaters. (3) A free electric bathroom heater for each all-electric home.

- In North Carolina, a borrower held a meeting with water pump dealers to plan a "crash program"; it will hold its next specialized session to seek ways to promote ranges.

- In Kansas, where many borrowers had arranged dealer meetings, one co-op came up with a seven-point action program: (1) Allow up to \$25 for installation of ranges and dryers. (2) Offer "Free Installation" and "Special Water Heater Rate" placards to dealers. (3) Discuss results of appliance and equipment survey at a series of dealer meetings. (4) Set up advertising budget of from \$250 to \$500 per month, running ads in 8 local papers. (5) Change truck panel advertising each month, tying posters in with power use calendar. (6) Enclose advertisements with bills each month. (7) Pro-

mote a different small appliance each quarter, selling some through the co-op and consigning others to dealers for use as traffic builders.

- Borrowers in North Dakota are working on a plan to give a small appliance free with the sale of each major appliance to a rural consumer. For instance, an electric blanket goes free with each home freezer.

- In Vermont, a borrower called a meeting of 16 dealers to spur sales of bulk milk coolers. Conferees determined that more local financing was needed, and, as a result, the co-op is investigating the possibility of securing a Section 5 loan.

To date, 25 electrical manufacturers, including some of the biggest in the industry, are participating in the stepped-up sales program. Eleven called special organization meetings. Others have scheduled seasonal advertising and campaigns to complement the rural sales effort. Several confessed that this marks the first time that they have taken a good look at the appliance market served by REA borrowers—a market estimated at around half a billion dollars annually.

One large appliance maker told REA that it had equipped a crew of 15 top executives with REA's campaign outline, "Road Map to Stepped-Up Sales," and had sent them on a nationwide swing to talk personally with each of its distributors and district managers.

Another firm wrote that it is "enthusiastic about the program and is making plans to cooperate to the fullest extent to support the efforts to stimulate activity."

One manufacturer scheduled a

top management meeting on May 2 and mapped a 3-month promotional program to tie in with REA's national campaign. Distributors and dealers were asked to be sure to attend meetings called by borrowers, and company representatives are calling on every co-op manager in the United States to offer their help.

Here are a few more reports from manufacturers—

" . . . send us 200 extra copies of your 'Road Map.' We want to get in on this promotion."

" . . . In the next issue of our house organ, which will be mailed to 10,000 dealers over the country, we will promote this campaign and alert our dealers to the possibilities existing for them in participating in any local campaign."

" . . . We have launched the program with our people and will continue to follow it up."

" . . . full cooperation for intensified sales drive of electrical appliances, electric tools and electric lawnmowers through rural electric cooperatives."

" . . . We have advised by mail and by personal contact all of our field offices and salesmen of the willingness of REA to help promote water systems. Our men have been requested to contact local REA member groups in an attempt to coordinate local water system promotions."

National trade associations also expressed interest in the rural sales drive and reported on its progress in their publications. Many state rural electric cooperative associations were at the forefront in planning promotions, and several took formal board action to assure REA of their support.

One, the Virginia Association of Electric Cooperatives, adopted a resolution on April 23 pledging that "immediate steps will be taken to encourage our member cooperatives to contact our appliance dealers to initiate a program, consistent with good business practices, to accomplish the aims and suggestions embraced in our President's request."

On April 17, the Pennsylvania Rural Electric Association resolved "that where it is consistent with present plans of operation our member cooperatives are urged to call one or more meetings of their dealers during the period May 19 through June 14 to determine these things: (1) What items will best lend themselves to an intensive sales cam-

paign at this time; (2) when to start such promotions; (3) how best to create wide consumer desire to purchase; and (4) the adequacy of local financing."

The tangible results of these hundreds of local campaigns—measured in sales—will not be apparent for several more weeks. But the news of coordinated action on so many fronts holds real promise for increased sales. Geared to local needs and the buyers' market, the promotions should mean more sales for dealers and manufacturers, more load for rural electric systems, and important savings and better living for thousands of rural consumers. And the overall result will be a needed boost for the national economy.

Buffalo Power Use Conference to Cover House Heating

Tomorrow's big load, electric house heating, will get major emphasis at the 5th annual National Power Use Conference, to be held in Buffalo, N. Y., Oct. 5-7.

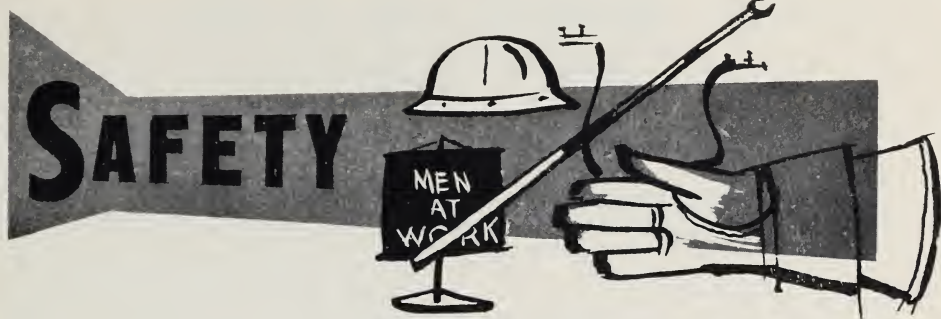
A full half-day will be devoted to presentations on resistance heating, heat pumps, insulation needs, sales methods, and heating standards.

The Inter-Industry Farm Electric Utilization Council, sponsor of the annual conference, has also selected authoritative speakers to give their views on two lively questions: (1) Should power distributors pay for service entrances, and (2) should power distributors service appliances?

REA Administrator David A. Hamil has accepted the Council's invitation to make the principal address at the opening dinner on Sunday evening, Oct. 5. Mr. Hamil will discuss the impact of changes in the Nation's agricultural economy on power distributors, and point out the importance of maintaining a united front in the electrical industry to meet pyramiding service demands.

Other important addresses will be delivered by Rob Roy McLeod, commercial vice president of Niagara-Mohawk Power Corp., and J. R. Cobb, manager of the Texas statewide association of rural electric cooperatives.





Farm Safety Week Set for July 20-26

The never ending campaign to prevent farm accidents will come to a focus during the week of July 20-26, which has been proclaimed by President Eisenhower as National Farm Safety Week.

This year's slogan, adopted by the National Safety Council and the U. S. Department of Agriculture, is: "When you work for safety, safety works for you."

REA Administrator David A. Hamil has asked that all REA borrowers participate during the week by reviewing their employee and member safety programs to make sure they are adequate.

"I know," Mr. Hamil said, "that co-op leaders feel a serious responsibility for those farm fatalities which are caused each year by the electric power they provide. There can be no letup in the continuing job of educating both members and co-op personnel to use power safely."

Looking at the national picture, only 3.2 percent of all fatal farm accidents are caused by electric current, and it is to the credit of many co-ops that it is as low as that. In some states, however, the percentage is much higher than the national average. In Arizona, for example, elec-

tricity is behind 9.8 percent of accidental farm fatalities; in Florida, 9.1 percent; in Oregon, 9.0 percent. There are many areas where the accident record can stand considerable improvement.

Here are a few of the tips on electrical safety which cannot be stressed enough—

- Have adequate wiring and correct fusing properly installed by a qualified electrician.
- Select and use only appliances and equipment approved by Underwriters Laboratories, Inc.
- Keep electric equipment in good condition. Beware of hazards like frayed cords and damaged insulation.
- Make sure that all electric equipment used in damp places is properly grounded.
- Do not use electric appliances while in the bathtub or standing in water. It takes a small fraction of an ampere to kill under the right conditions.
- Stay away from fallen power lines, and report them promptly.

Borrowers can publicize these tips through their newsletters, feature articles in local newspapers, personal talks with farm groups and 4-H clubs, and in employee meetings.

POWER USE EXCHANGE



MEDALLION HOMES—An enthusiastic supporter of the “Live Better Electrically” Project’s Medallion Home program is the 26,400-member Southwest Louisiana Electric Membership Corp., in Lafayette, La. SLEMCO launched the program in the February 1958 issue of its *Rural Power Magazine*, and since has placed four gold medallions in the sidewalks of members’ homes. To receive the gold medallion, a consumer’s home must be all-electric, and include at least an electric range, water heater, refrigerator, washer and dryer, and either a heat pump or electric resistance heating. “Our goal for 1958 is 25 Gold Medallion homes,” reports Nolan L. Bourque, supervisor of SLEMCO’s power use department. “I think we’re going to exceed that mark.” Bourque thinks that all-electric homes are going to help answer his co-op’s problem of a high summer air conditioning load, and Gold Medallion winners are just as sold on the idea. “Testimonials don’t have to be solicited,” Bourque says. The co-op is working hard to sell a local builder on the idea of a Gold Medallion subdivision — a sales job that would bring SLEMCO far over its 1958 objective. Meanwhile, Bourque is confident that at least two Gold Medallions will

continue to be awarded each month throughout the year.

BOTH BARRELS — On-the-farm crop dryer demonstrations which show farmers both the results and the method for drying green hay have added 10 dryers within the year to lines of Benton County Electric Association, Vinton, Iowa. At the Benton County meeting, which was arranged by Manager John Ruehle, REA’s D. W. Teare dried a first cutting of hay, then called in farmers to observe the second cutting. “No matter what happens at the demonstration,” he points out, “we always have that first crop of dry hay to show to skeptics.” Teare recommends that co-ops buy at least a 5 hp motor and 36-inch fan, and try to sell it to one key farmer at a discount. He also attaches a clock to each fan to shut it off at peak load hours during drying days.

\$1,000 WINNER—A home economist employed by the Arkansas State Electric Cooperative, North Little Rock, is the third annual winner of the \$1,000 Electrical Women’s Round Table-Julia Kiene Fellowship Award. She is Miss Sue Herndon, and she will use the award to begin study for her master’s degree at Iowa State College in September. Selection

of an EWRT fellow—who may work toward an advanced degree in any field connected with electrical living—is made by a 5-woman committee. Dr. Elaine Weaver, Ohio State University, is chairman.

SOMETHING TO READ—Having first furnished members with lights to read by, the Northern Rio Arriba Electric Co-op, Chama, N. Mex., is seeing to it now that its members have something to read. Commenting on the co-op's new library, its paper, *The Nora News*, announced, "Not being completely satisfied just to furnish its territory with good electrical service and questionable newspaper coverage, NORA Co-op branched out again in January and added a third commodity—books." The new library contains more than 1,300 books — 1,000 furnished by the State Extension Library, the others donated locally. During the first 8 weeks of operation, 2500 volumes were checked out by NORA residents. "Pretty fair turnover from a library with only half that many volumes," quipped the *News*.

ROUGHING IT—Free electricity for a roadside park is provided by Greene County Rural Electric Cooperative, Jefferson, Iowa. Electric outlets permit picnickers to plug in appliances, substituting controlled heat for old-fashioned but fragrant outdoor fire. A light operated by a time clock turns on automatically in the evening. Roughing it electrically has proved so popular with local families on outings that the co-op has received permission to give similar service at a second park. It is the first organization to

make application for park electrification in Iowa.

EQUIPMENT LOANS TO 4-H—Infra-red brooders, lamp kits, and electric kits are available for loan to 4-H'ers in most Florida counties, through arrangements made with 17 Florida power suppliers, 14 of which are rural electric co-ops. Suppliers sponsor one or more counties in their area and provide electric material to county agents. In 1957, 300 4-H members used borrowed infra-red brooders to brood 30,000 chicks and 400 pigs. Lamp kits helped 4-H'ers to teach 13,000 people about good lighting, and electric kits were used to teach about 7,000 people simple facts about electricity and safety.

RECOGNITION — Families who follow the wiring plan recommended by the Pickwick Electric Cooperative, Selmer, Tenn., receive \$25 checks, Adequate Wiring Certificates—and get their pictures in the co-op's paper, *The Light House*. The recognition encourages others in the area to take advantage of the co-op's planning service, to install safe wiring, and to make fuller use of electric service in their homes.

THE LAST BUCKET—In the four months following its Plumberama last summer, 53 complete water systems were installed in members' homes, reports the Mor-Gran-Sou Electric Cooperative, Flasher, N. Dak. The demonstration showed farmers how a running water system is installed on a farmstead. Heartened by response to the 1957 water show, the co-op plans to repeat the demonstration this year.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON 25, D. C.

OFFICIAL BUSINESS

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300
(GPO)



FORMULA FOR SATISFIED *Subscribers*

**GOOD
PUBLIC
RELATIONS=**

COURTESY



SERVICE